

SYMPHONY HALL APPOINTS PHILIP THOMAS

Philip Thomas, former Arts Development Services Program Coordinator for the New Jersey State Council on the Arts, has recently been appointed director of marketing for Symphony Hall in Newark. Mr. Thomas will be responsible for establishing the marketing department for New Jersey's premiere 3,400 seat concert hall.

Among his goals are designing programs in the areas of public relations, audience development, and generating special presentations to increase the use of Symphony Hall by commercial producers, non-profit sponsoring organizations and the general public.

Mr. Thomas brings a wide range of experience to his new position. Previous to his work at the Council, Mr. Thomas founded and acted as executive director of the Greater Paterson Arts Council. A recipient of a fellowship in arts administration from the National Endowment for the Arts, Mr. Thomas also worked with the Negro Ensemble Company and the Frederick Douglass Creative Arts Center. He presently serves as president and is a founding member of the Carter G. Woodson Foundation of New Jersey.

"One of my goals is to keep the public informed of the continuous aesthetic improvements that are being made to ensure the comfort of our audiences, and the variety of performances and social events produced at Symphony Hall." Besides hosting the New Jersey Symphony Orchestra and the New Jersey State Opera, the variety of performances at Symphony Hall has been

enhanced with Teddy Powell Productions recently showcasing a series of popular and rhythm and blues concerts.

Another of Mr. Thomas' goals is to see smaller organizations utilize the 1,000 seat Terrace Ballroom within the Symphony Hall for more intimate formal concerts by local chamber orchestras, choral groups, jazz duets, quartets and solo performers. "We just completed our best first year, six-month period with an attendance of 80,193. I would like to see that increase by maximizing the potential of both performing spaces—Symphony Hall and the Terrace Ballroom."

We at the Council wish Philip Thomas success in achieving these goals and are confident in his ability to accomplish them.

